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REMARKS

Favorable reconsideration of this application is requested in view of the following amendments and remarks. Claims 1, 10 and 21 are amended. No new matter has been added. Support for the amendments can be found at least on page 18, line 23 – page 21, line 2 and Figs. 6A-C. Claims 1-21 remain actively pending in the case. Reconsideration of the claim is respectfully requested.

In paragraph 3 on page 2 of the Office Action, claim 16 was objected to because the term "The method according to claim 10" should be corrected as "The system...". Applicants respectfully traverse the objection, but in order to advance prosecution have amended claim 16 to overcome the objection. Therefore, in view of the above remarks, Applicants respectfully request that Examiner withdraw the objection.

In paragraph 5 on page 3 of the Office Action, claims 1-7, 9-17 and 19-21 were rejected under 35 USC §102(e) as being anticipated by Smart et al. (US 2003/0208691). In paragraph 19 on page 8 of the Office Action, claims 8 and 18 were rejected under 35 USC §103(a) as being unpatentable over Smart et al. in view of Logan et al. (US 6,493,680).

Smart fails to teach or suggest at least providing a custom offering for said goods and/or services on a display device at said order terminal based on said business relationship associated with said digital storage device as required by Applicants' independent claims. Smart discloses that when a new device is connected to a local network 100, a multicast announcement is broadcasted to other users on the network. Accordingly, devices currently on the network learn of the new device, and the new device learns of the devices currently on the network. For example, a new device, such as a camera 102, can identify the population of devices already connected to the network, and is aware of their attributes and capabilities. *See* paragraph [0081]. The new device will then determine if its own attributes (i.e., criterion) are compatible with the equipment currently attached to the network, such as a printer, and if so, will use the currently attached equipment to perform a task, such as printing a document. *See* paragraph [0081], [0082] and [0115]. Smart discloses that on a large network a Service Description Directory represents devices connected to the large network. *See* paragraphs [0053] and [0054]. At best, Smart uses the profile process to

create compatibility matches between devices, such a camera and a printer. *See* [0115]. However, Smart does not disclose a providing a custom offering for said goods and/or services on a display device at said order terminal based on said business relationship associated with said digital storage device.

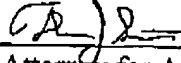
Thus, it is submitted that further consideration of claim rejections under 35 USC 103(a) upon the citing of the second applied prior art reference to Logan is moot, inasmuch as the combination of Smart and Logan still lack any teaching, disclosure, or suggestion concerning providing a custom offering for said goods and/or services on a display device at said order terminal based on said business relationship associated with said digital storage device as previously discussed.

Therefore, in view of the above remarks, Applicants' independent claims are patentable over the cited reference. Because claims 2-9 and 11-20 depend from claims 1 and 10, respectively, and include the features recited in the independent claim, Applicants respectfully submit that claims 2-9 and 11-20 are also patentably distinct over the cited reference. Nevertheless, Applicants are not conceding the correctness of the Office Action's rejection with respect to such dependent claims and reserve the right to make additional arguments if necessary.

In view of the foregoing it is respectfully submitted that the claims in their present form are in condition for allowance and such action is respectfully requested.

The Commissioner is hereby authorized to charge any fees in connection with this communication to Deposit Account No. 05-0225.

Respectfully submitted,



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If the Examiner is unable to reach the Applicant(s) Attorney at the telephone number provided, the Examiner is requested to communicate with Eastman Kodak Company Patent Operations at (585) 477-4656.